



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Chao Strategy Message & Media
Attn: Kissell
1322 G Street, SE
Washington, DC 20003

Contract # 335524

Schedule Dates

10/04/12-10/10/12

Advertiser

Larry Kissell for Congress (9216)

Agency

Chao Strategy Message & Media (5389)

Product

Political - Federal Candidate (1067)

Brand

1701 Congress (138983)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

CERTO, MICHELE

Phone/Fax

/

CPE

259/271/1701

Account Types

National/Political

Date Entered

10/03/12

Last Modified

10/03/12

Entered By

Jill Hipskind

CO-OP

No

Headline

06362401

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$5,520.00

Net Total

\$31,280.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

33

\$36,800.00

33

\$36,800.00

Billing Type

Standard

KISSELL FOR CONGRESS

Comments

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	11P-11:35P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/3/12
2.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	11:35P-12A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	A8C-NTLINE<	10/3/12
3.0	Normal Line / Spot	10/05/12-10/05/12	5	:30	10:58A-12P (EST)						1			1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW-A8C	10/3/12
4.0	Normal Line / Spot	10/05/12-10/05/12	5	:30	4P-5P (EST)						1			1	\$825.00	\$825.00	Charlotte (WSOC)	DR_OZ	10/3/12
5.0	Normal Line / Spot	10/05/12-10/05/12	5	:30	6P-6:30P (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWIT NWS 6	10/3/12
6.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	6:58P-7:30P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/3/12
7.0	Normal Line / Spot	10/05/12-10/05/12	5	:30	7A-8A (EST)						1			1	\$775.00	\$775.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/3/12
8.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	10P-11P (EST)									1	\$4,500.00	\$4,500.00	Charlotte (WSOC)	GLASS HSE-ABC	10/3/12
9.0	Normal Line / Spot	10/08/12-10/08/12	4	:30	11P-11:35P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/3/12
10.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	10:58A-12P (EST)									1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW-A8C	10/3/12
11.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5P-5:30P (EST)									1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWIT NWS 5<	10/3/12
12.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	6A-7A (EST)									1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBRK	10/3/12
13.0	Normal Line / Spot	10/08/12-10/08/12	4	:30	6:58P-7:30P (EST)									1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/3/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Contract # 335524

Schedule Dates 10/04/12-10/10/12
Advertiser Larry Kissell for Congress (9216)
Agency Chao Strategy Message & Media (5389)
Product Political - Federal Candidate (1067)
Brand 1701 Congress (138983)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name CERO, MICHELE
Phone/Fax /
CPE 259/271/1701
Account Types National/Political
Billing Type Standard
Comments KISSELL FOR CONGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/03/12
Last Modified 10/03/12
Entered By Jill Hipskind
CO-OP No
Headline # 06362401
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,520.00
Net Total \$31,280.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 33 \$36,800.00
Grand Total: 33 \$36,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	8A- 9A (EST)	1								1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC<	10/3/12
15.0	Normal Line / Spot	10/04/12-10/04/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/3/12
16.0	Normal Line / Spot	10/04/12-10/04/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWIT NWS 5<	10/3/12
17.0	Normal Line / Spot	10/04/12-10/04/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWIT NWS 6	10/3/12
18.0	Normal Line / Spot	10/04/12-10/04/12	5	:30	6A- 7A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBKK	10/3/12
19.0	Normal Line / Spot	10/04/12-10/04/12	5	:30	8A- 9A (EST)					1				1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC<	10/3/12
20.0	Normal Line / Spot	10/09/12-10/09/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/3/12
21.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWIT NWS 5<	10/3/12
22.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWIT NWS 6	10/3/12
23.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	7A- 8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/3/12
24.0	Normal Line / Spot	10/09/12-10/09/12	5	:30	8A- 9A (EST)					1				1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC<	10/3/12
25.0	Normal Line / Spot	10/10/12-10/10/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/3/12
26.0	Normal Line / Spot	10/10/12-10/10/12	4	:30	11:35P- 12A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	ABC-NITELINE<	10/3/12

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Schedule Dates	10/04/12-10/10/12	Date Entered	10/03/12
Advertiser	Larry Kissell for Congress (9216)	Last Modified	10/03/12
Agency	Chao Strategy Message & Media (5389)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	1701 Congress (138983)	Headline #	06362401
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	CERTO, MICHELE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	259/271/1701	Commission	\$5,520.00
Account Types	National/Political	Net Total	\$31,280.00
Billing Type	Standard	Sales Tax	
Comments	KISSELL FOR CONGRESS ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Oct. 2012	33	\$36,800.00
Grand Total:	33	\$36,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Normal Line / Spot	10/10/12-10/10/12	5	:30	10:58A- 12P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW ABC	10/3/12
28.0	Normal Line / Spot	10/10/12-10/10/12	5	:30	4P- 5P (EST)				1					1	\$825.00	\$825.00	Charlotte (WSOC)	DR. OZ	10/3/12
29.0	Normal Line / Spot	10/10/12-10/10/12	5	:30	6P- 6:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWIT NWS 6	10/3/12
30.0	Normal Line / Spot	10/10/12-10/10/12	5	:30	6A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBRK	10/3/12
31.0	Normal Line / Spot	10/10/12-10/10/12	4	:30	6:58P- 7:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/3/12
32.0	Normal Line / Spot	10/10/12-10/10/12	5	:30	7A- 8A (EST)				1					1	\$775.00	\$775.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/3/12
33.0	Normal Line / Spot	10/10/12-10/10/12	5	:30	8P- 8:30P (EST)				1					1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	AVG. ALL WKS	10/3/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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OCT3/12 11.39
*** WSOC-TV ***

PROGRAM : ABC-NITELINE<
CON COM1 : ABC-NITELINE<

OCT3/12 11.39
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1100A-1200N	30		\$550.00	10/5	10/5	1	5	FRI	1
PROGRAM : VIEW-ABC												
CON COM1: VIEW-ABC												
4			400P-500P	30		\$825.00	10/5	10/5	1	1	FRI	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
5			600P-630P	30		\$1,100.00	10/5	10/5	1	1	FRI	1
PROGRAM : EYEWIT NWS 6												
CON COM1: EYEWIT NWS 6												
6			700P-730P	30		\$1,200.00	10/5	10/5	1	4	FRI	1
PROGRAM : INSIDE EDITION												
CON COM1: INSIDE EDITION												
7			700A-800A	30		\$775.00	10/5	10/5	1	5	FRI	1
PROGRAM : GD MRN AMR-ABC												
CON COM1: GD MRN AMR-ABC												
8			1000P-1100P	30		\$4,500.00	10/8	10/8	1	5	MON	1
PROGRAM : GLASS HSE-ABC												
CON COM1: GLASS HSE-ABC												
9			1100P-1130P	30		\$1,200.00	10/8	10/8	1	4	MON	1
PROGRAM : EYEWIT NWS 11												
CON COM1: EYEWIT NWS 11												
10			1100A-1200N	30		\$550.00	10/8	10/8	1	5	MON	1
PROGRAM : VIEW-ABC												
CON COM1: VIEW-ABC												
11			500P-530P	30		\$850.00	10/8	10/8	1	5	MON	1
PROGRAM : EYEWIT NWS 5<												
CON COM1: EYEWIT NWS 5<												

REP HEADLINE# 6362401
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT3/12 11.39
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : EYE NWS DAYBRK ORD COM1 : UPDATED 9/28 CON COM1 : EYE NWS DAYBRK	30		\$850.00	10/8	10/8	1		MON	1
13			700P-730P PROGRAM : INSIDE EDITION CON COM1 : INSIDE EDITION	30		\$1,200.00	10/8	10/8	1		MON	1
14			800A-900A PROGRAM : GD MRN AMR-ABC< CON COM1 : GD MRN AMR-ABC<	30		\$725.00	10/8	10/8	1		MON	1
15			1100P-1130P PROGRAM : EYEWIT NWS 11 CON COM1 : EYEWIT NWS 11	30		\$1,200.00	10/4	10/4	1		THU	1
16			500P-530P PROGRAM : EYEWIT NWS 5< CON COM1 : EYEWIT NWS 5<	30		\$850.00	10/4	10/4	1		THU	1
17			600P-630P PROGRAM : EYEWIT NWS 6 CON COM1 : EYEWIT NWS 6	30		\$1,100.00	10/4	10/4	1		THU	1
18			600A-700A PROGRAM : EYE NWS DAYBRK ORD COM1 : UPDATED 9/28 CON COM1 : EYE NWS DAYBRK	30		\$850.00	10/4	10/4	1		THU	1
19			800A-900A PROGRAM : GD MRN AMR-ABC< CON COM1 : GD MRN AMR-ABC<	30		\$725.00	10/4	10/4	1		THU	1
20			1100P-1130P PROGRAM : EYEWIT NWS 11 CON COM1 : EYEWIT NWS 11	30		\$1,200.00	10/9	10/9	1		TUE	1

REP HEADLINE# 6362401
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT3/12 11.39
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			500P-530P PROGRAM : EYEWIT NWS 5< CON COM1: EYEWIT NWS 5<	30		\$850.00	10/9	10/9	1		TUE	1
22			600P-630P PROGRAM : EYEWIT NWS 6 CON COM1: EYEWIT NWS 6	30		\$1,100.00	10/9	10/9	1		TUE	1
23			700A-800A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$775.00	10/9	10/9	1		TUE	1
24			800A-900A PROGRAM : GD MRN AMR-ABC< CON COM1: GD MRN AMR-ABC<	30		\$725.00	10/9	10/9	1		TUE	1
25			1100P-1130P PROGRAM : EYEWIT NWS 11 CON COM1: EYEWIT NWS 11	30		\$1,200.00	10/10	10/10	1		WED	1
26			1130P-1200M PROGRAM : ABC-NITELINE< CON COM1: ABC-NITELINE<	30		\$700.00	10/10	10/10	1		WED	1
27			1100A-1200N PROGRAM : VIEW-ABC CON COM1: VIEW-ABC	30		\$550.00	10/10	10/10	1		WED	1
28			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$825.00	10/10	10/10	1		WED	1
29			600P-630P PROGRAM : EYEWIT NWS 6 CON COM1: EYEWIT NWS 6	30		\$1,100.00	10/10	10/10	1		WED	1

REP HEADLINE# 6362401
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT3/12 11.39
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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30			600A-700A	30		\$850.00	10/10	10/10	1		WED	1
PROGRAM : EYE NWS DAYBRK ORD COM1: UPDATED 9/28 CON COM1: EYE NWS DAYBRK												

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31			700P-730P	30		\$1,200.00	10/10	10/10	1		WED	1
PROGRAM : INSIDE EDITION CON COM1: INSIDE EDITION												
32			700A-800A	30		\$775.00	10/10	10/10	1		WED	1
PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC												
33			800P-830P	30		\$4,000.00	10/10	10/10	1		WED	1
PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS												

OCT/12 36800.00 CONTRACT TOTAL 36800.00
 TOTAL SPOTS 33

MARKET TOTALS \$96,842 WSOC 38% WBTB 24% WCNC 22% WCCB 12% WJZY 2% WMYT 1% WAXN 1%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*